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During October

Truck registrations drop to '71 level

Continued from Page 6

Group 6 trucks were down 57.4 percent from a year ago, 52,306 versus 122,430. The Group 5 count was off 16.2 percent, from 2,346 units in 1979 to 1,966.

Because of the growth in demand for the mid-range diesels, the heavy-truck market has suffered the least decline in 1980 registrations. The 10-month total was down only 9.7 percent, from a record 181,053 last year to 163,437 units.

Group 7 tallies through October were at an alltime high of 66,560 units, an increase of 65.5 percent over last year's 40,221, the previous 10-month mark. And the 1979 total was 28 percent higher than the previous year's 31,445 units.

The recession and decline in freight hauled by over-the-road trucks have resulted in a sharp decline in sales of the Group 8 vehicles. Registrations through October totaled 96,877, down 31.2 percent from the record 140,832 units tallied in the same period a year ago.

Light-truck registrations for the 10 months totaled 1,878,176 units, a decrease of 29 percent from last year's 2,647,042.

• Group 3 registrations were off 84.8 percent in the January-October period, from 38,499 a year ago to 5,843. As with the Group 4 tallies, the decline in Group 3 was due principally to the sag in RV demand.

Ten-month Group 2 registrations totaled 914,217 units, a decrease of 40.3 percent from the year-ago 1,530,783. This group's tallies have been falling steadily since the fuel crisis early in 1979 and owners' switch to more fuel-efficient vehicles.

Upturn in sales of the Japanese-built compact pickups and the introduction of the Volkswagen compact softened the impact of lower truck sales on Group 1 tallies. Over the 10-month span, 958,116 of these vehicles were registered, down 11.1 percent from last year's 1,077,760 units.

The miscellaneous group's share of the 10-month registrations showed a dramatic improvement as a result of the surge in sales of the imported compacts.

Tallies through October totaled 261,646 units, compared with 221,217 a year ago. The group's penetration was up five percentage points, from 7.48 percent in 1979 to 12.48 percent.

Story of Chrysler gamble detailed in Stuart's 'Bailout'

BAILOUT, The Story Behind America's Billion Dollar Gamble on the 'New' Chrysler Corporation. Reginald Stuart, and books, South Bend, Ind., 208 pages. $6.95.

Chrysler Corp., which has flirted with financial ruin on several occasions during its history, has attracted a number of crepehangers and journalistic prophets of doom over the years. It has not been the subject of much objective or scholarly work; Chrysler has not had the flamboyance of Ford Motor Co. nor the organizational supremacy and notoriety of General Motors to make it a popular subject.

However, it is not surprising that Chrysler's financial problems, which nearly forced the auto maker into bankruptcy a year ago and resulted in the Chrysler Corp. Loan Guarantee Act of 1979, have focused attention on the company. In fact, various authors are producing books which deal with the Chrysler financial mess in one form or another.

BAILOUT, was written by Reginald Stuart, who was the New York Times bureau chief in Detroit, and thereby that publication's auto expert, during Chrysler's struggle for federal assistance.

The book thoroughly details the history of the auto industry, stringing together anecdotes of importance in Chrysler's lineage which seem to lead, inevitably, to Chrysler's current plight, and beyond.

Stuart, who is recognized as a good reporter and writer in Detroit, stylized BAILOUT into an authoritative and direct history of the mess, which reads very closely to the New York Times style.

In fact, the book closely parallels the work Stuart did for the Times during the period. Like the Times, the book will very likely be considered by auto historians as the account "of record" of the Chrysler bailout, although there is still room for embellishment.

Included in the book are such historical items as the provisions of the act itself, as well as a member-by-member congressional vote record and a list of Chrysler's banks which were involved in the financing.

Chrysler's problems are not over. Stuart, who ended the book by writing that the Chrysler bailout "represents a crucial turning point in the finding of answers" to U. S. industrial problems, apparently believes a reindustrialization is nigh.

If that supposition is true, then BAILOUT will prove to be as significant as some of the earliest auto industry classics which taught American industry how to grow and prosper, and not merely a chronicle of struggles of a once-proud company.

Top executives named by Dana

TOLEDO.—Gerald B. Mitchell has been elected chairman and chief executive of Dana Corp., and Stan Gustafson has succeeded him as president.

As chairman, Mitchell replaces Rene C. McPherson, dean of the Graduate School of Business Administration at Stanford University. McPherson, chairman since 1972, has retired from Dana but continues as a director of the company.

Mitchell, 53, joined Dana's Canadian subsidiary 36 years ago. He became president of Dana Corp. in 1972 and chief executive officer last year. Gustafson, 50, has been with the company since 1958 and has been executive vice president since 1976.

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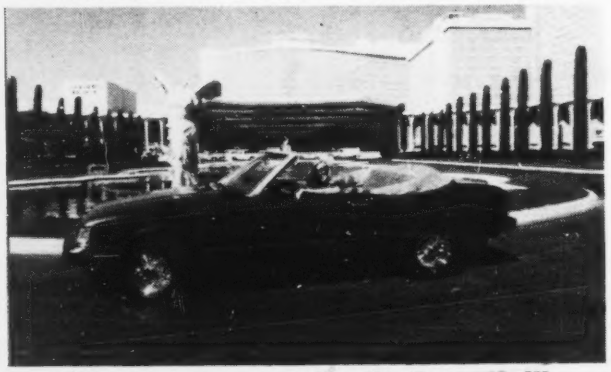

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Large and medium-size outlets fare better, survey finds

Bigger is better for RV dealers in '80

Continued from Page 6

ity was rough going for a while, Troke said, the dealership is in good shape now. He said that Stoll has its own financing, plus three other sources and doesn't have a floor plan.

"We own everything we have," he said.

Stoll plans to carry the same inventory as last year. But Troke said the dealership has run low on used units and will be stocking more new units.

Its customers continue to buy large and small units, with choices for luxury items remaining about the same as last year's preferences, Troke said.

Parts and service volume is up 20 percent, an increase brought on by Stoll's increasing its manpower "and several other adjustments," said Troke.

Used car sales
Auction averages

December to date	$3,517
Month ago	$3,738
Year ago	$3 300

Model breakdown
Auction averages

	December To Date	November	October
1980	$5,644	$6,088	$6,311
1979	4,704	5,015	5,021
1978	3,611	3,879	3,793
1977	3,037	3,091	3,120
1976	1,999	2,148	2,223
1975	1,643	1,674	1,804
1974	1,135	1,248	1,343
1973	929	987	1,079
Overall Average	$3,517	$3,795	$3,665

"We're one of the few dealers who can do just about anything to a coach, and our body shop is going full-blast," he said.

Dealers without as much clout as C. J. Stoll "have been going out of business over the past few years," Troke said.

• "The 22 percent floorplanning killed a lot of them, and the high interest rates put them under. Specifically, one area dealer has gone under this year, while another has reduced his stock drastically.

"I think the ones still in business now are pretty strong," Troke said.

With the decline in "the administration's talk of fuel shortages," said Bill Lunsford, RV Travel Center, St. Petersburg, he's enjoyed an upswing in business, most noticeably over the past four to five months.

Lunsford has changed his inventory in that he no longer handles large motor homes. "The largest I stock are 25-foot units which are fully equipped and go up to $27,000," he said.

He said he's had increased sales of the large van-type motor homes which are "more or less replacing the minihomes."

"These are expanded vans, like the Transstar and Transvan, with the Transstar being fully equipped just like a motor home, and we are enjoying extremely good business with these units," he said.

Gross and profit margins are better this year for RV Travel Center, "running about 25 percent," said Lunsford. He intends to maintain his current "bullish" inventory at $500,000.

He feels the biggest reason for increased sales is the easing of the gas scare.

"The price of gas did go up, but not nearly as high as we thought it would," Lunsford said. "We were anticipating $2 a gallon by now and it didn't materialize. Customers no longer bring up gas consumption. They appear content to accept the current gas price level and are living with it."

• When it comes to parts and service, RV Travel Center has been "overwhelmed in the past few months," said Lunsford. "When we should have had a slow period, it was just going like crazy," he said. "We now have four men and myself working ourselves to death."

Business has never been this good during a fall season, a normally slow period when only one or two salesmen were needed, said Lunsford. "We could use one or two more servicemen this fall," he added.

"Last year we did 50 percent better than the previous year," Ellen Cole, owner of Tri-County RV Sales, Clearwater, said. "Given that excellent year, one hard to improve on, we are nearing another 50 percent increase, running now a little more than one-third over last year."

Tri-County carries Starcraft, Scamper, Coleman, Trillium, and Palomino units. It does a big business in pop-ups, is a family-owned business, and considers itself a medium-volume dealer.

The best movers are the lightweight and smaller luxury-type units, Cole said. Travel trailers are down and the pop-ups are going best, she said.

"There is a lot of interest in real big motor homes, but financing is not easy to get," she said. "For example, we have a 29-foot unit, but five customers with good downpayments have not been able to get needed financing."

Inventory will remain consistent with market conditions, Cole indicated. She said service volume is good, and parts are moving rapidly. The latter was attributed to a marked increase in owners "fixing their own units."

In Holiday, just north of Clearwater, Keith Webb, World of Leisure, a small-volume outlet, noted that "business is basically the same as last year—flat."

"Granted, we figure that if we don't sink, that's considered a plus," he said. "But, we're disappointed that it has stayed so flat, because you're not making money when your costs continue to rise so rapidly."

• Financing is most difficult, said Webb, "No matter what any one says, the banks are being very selective. We are not a large-volume dealer, and I believe banks prefer to deal with larger dealers," he said.

World of Leisure carries Apache, Coleman and Rockwood units. The inventory will remain the same as last year.

Webb said he no longer carries motor homes.

"The working man is no longer buying these units unless they are used," he said. "The market for units in the area of $20,000 has pretty well dried up."

The economy is creating a customer who is more conservative and shops more, forcing dealers and factories to squeeze their profits more, he said.

"It's very difficult to make a good, honest gross," he said. "The car people started it when they began advertising $1 over invoice—and a lot of people look at that as a fact of life.

"They don't realize rebates from the factory keep those dealers going. And so, some customers have come in and offered me $50 over invoice if I'll show them the invoice," he said.

HD registrations off for 10 months

Continued from Page 6

trucks were registered, compared with 2,545 Ford vehicles.

Going into the 11th month of the year, Ford's lead had been cut to slightly less than 7,000 units, 39,276 versus 32,340. At the end of August, Ford had a lead of about 10,500 units.

Ford's strength this year has been in Group 7 tallies. Through October, its Group 7 count was 27,396, compared with 14,622 for International. International was No. 1 in Group 8 registrations with 17,718, compared with 13,883 for GMC and 11,880 for Ford.

Mercedes marks 1,000th assembly at U.S. facility

Continued from Page 6

dures which include training personnel in assembly techniques, Mercedes-Benz officials expect the new plant to turn out some 3,000 units, during its first 12 months.

The 130,000-square foot Hampton facility is located on 45.3 acres in a recently developed industrial park. Mercedes-Benz also has an option on an additional 45 acres adjacent to the present site. This will provide for expansion at a later date if additional production facilities are needed.

While most parts used in the Hampton-produced trucks come from Mercedes-Benz do Brasil, other components come from West Germany and the U. S. More than 41 parts are sourced in the U. S., including turbochargers, fasteners, tires, batteries, electrical components and automatic transmissions.

It is expected that additional parts will come from North American sources in the months ahead, but nearly all major components (such as engines, axles, springs, cabs, etc.), will continue to come from Daimler-Benz plants in Brazil or West Germany.

Mercedes truck retail sales in the first 11 months of 1980 were 3,701 units, compared with 3,373 trucks in the same period last year, an increase of 9.7 percent.

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U. S. makers build 131,110 for week

Early closings trim car production

By Patricia Hoffman
Staff Writer

U. S. auto production was down last week due to the early holiday closings of Ford's San Jose and Chrysler's Jefferson, Newark and Belvidere points.

Planned output last week was 131,110, down 14.05 percent from the 152,543 units assembled the previous week, but up 16.12 percent from the 112,907 built the comparable week ended Dec. 22 last year when 16 assembly plants had closed one week early for the holidays.

So far this year, domestic auto makers have assembled 6,209,705 units, a 26.13 percent drop from the 8,407,174 cars built in the comparable 1979 period.

Breakdown for this year by company is: General Motors, 63.98 percent; Ford Motor, 20.40 percent; Chrysler Corp., 9.90 percent; American Motors, 2.60 percent; Volkswagen of America, 3.07 percent, and Checker Motors, 0.05 percent.

Overtime was slated at seven plants last week: Ford Metuchen and Ford Wayne, and GM's Tarrytown, Willow Run, Lansing, Arlington and Linden points.

All domestic car plants except those already down are scheduled to close Dec. 23 for the holidays.

breaking news

Continued from Page 1

End of line looms for Chrysler big-car plant

DETROIT. — Chrysler Corp. will mothball its Lynch Rd. plant April 3, according to union sources. A Chrysler spokesman said closing the plant is a definite possibility but no date has been set. He said it will depend on the market. UAW sources say the plant will work two weeks in January and then will be down three weeks in February and four weeks in March as it builds out. There are about 2,300 hourly workers at Lynch Rd. The plant builds the Dodge St. Regis, Chrysler Newport and New Yorker and Plymouth Gran Fury, all standard-size cars.

VWoA challenges EPA recall

WASHINGTON.—Volkswagen of America has challenged EPA over the recall of some 140,000 Rabbits and Sciroccos (97-CID engines with fuel injection) for allegedly failing to meet both HC and NOx standards. A hearing time and place will be set after 30 days. This is only the second time an EPA recall has been challenged. The first challenge was by Chrysler over a CO failure on some 208,000 '75 cars. EPA's action was upheld recently by the U. S. Supreme Court.

Volvo signs deal with Chinese

GOTEBORG, Sweden.—A five-year bilateral trade agreement with expected annual volume of $115 million has been concluded between AB Volvo and officials of Canton Province in Mainland China. Volvo will supply trucks, buses and machine tools in exchange for textiles.

VW and Renault plan joint effort

PARIS. — Executives of Renault and Volkswagen have signed a letter of intent to collaborate on the design, development and production of a new type of automatic transmission. A Renault spokesman said the two firms realize that present types of automatics are too inefficient.

'82 F-body intros delayed

DETROIT. — The traditional fall new-model introduction may become obsolete, at least at General Motors where the large volume of design work is causing new-model timing delays. Latest example: The redesigned F-body cars, Chevrolet Camaro and Pontiac Firebird, scheduled to bow next September, will now debut no earlier than November, according to a source. The new 1982 A-body cars, too, have reportedly been delayed as GM takes an "introduce-them-as-they-are-ready" attitude.

Truck production inches upward to 40,947 for week

Last week's planned output of 40,947 trucks was up slightly from the 39,073 built the previous week, but down 28.42 percent from the 50,307 units assembled in the comparable week last year.

Ford Motor Corp.'s Kentucky plant reopened last week after being closed the previous week for inventory adjustment.

All domestic truck points will continue operations until Dec. 23 at which time they will close for the holidays.

For the year to date, truck output is far below last year's. The 1980 total is 1,560,513, down 49.24 percent from the 2,043,910 built through the week ended Dec. 22 last year.

Chrysler return boosts Canadian car production

Canadian auto production jumped 9.19 percent last week with Chrysler resuming normal operations at its Windsor car plant, which had been down since Nov. 24.

The makers scheduled output of 17,018 units last week, up from the previous week's 15,585, but down 7.27 percent from the 18,353 built in the comparable week last year.

Truck production, planned at 13,129 units last week, was up slightly from the previous week's 12,904, and up 15.62 percent from the 11,355 units built during the year-ago week.

So far this year, Canadian auto production is 823,790, a 15.56 percent drop from the 975,635 units built through Dec. 22 last year.

Canadian truck production for year-to-date is 500,929, down 21.53 percent from the 638,400 units assembled through Dec. 22 in 1979.

All Canadian assembly points will remain open until Dec. 23 when they will close down for the Christmas holidays.

U. S. CAR PRODUCTION

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
AMERICAN MOTORS	3,275*	4,125*	3,275*	19,811	181,872*	162,888*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	3,610	9,975	13,325	89,759	906,520	614,131
Plymouth Total	310	4,836	6,813	40,405	368,193	281,213
Horizon	.....	3,300	.....	8,616	170,035	141,735
Volare	.....	1,150	.....	.....	183,501	51,735
Gran Fury	150	385	.....	419	5,444	14,219
Caravelle	160	.....	169	754	9,213	6,154
Reliant	.....	.....	6,644	30,616	.....	67,370
Chrysler Total	2,650	870	1,376	12,563	181,438	80,198
Chrysler	1,200	870	.....	2,913	77,760	19,521
LeBaron	1,450	.....	1,376	8,343	103,678	60,677
Imperial	.....	.....	.....	1,307	.....	.....
Dodge Total	650	4,270	5,136	3,679	356,889	252,720
Omni	.....	2,720	.....	7,320	147,971	118,933
St. Regis	200	360	.....	774	25,776	13,064
Diplomat	450	.....	575	3,660	50,610	29,630
Aspen	.....	1,190	.....	.....	132,532	36,881
Aries	.....	.....	4,561	25,037	.....	54,212
FORD MOTOR	37,000	21,847	34,099	201,887	2,007,014	1,265,206
Ford Division	25,110	13,426	23,520	136,262	1,345,426	900,185
Pinto	.....	3,433	.....	.....	172,608	68,179
Must./Must. II	3,994	.....	5,378	25,086	365,360	223,861
Fairmont	2,739	6,555	2,720	15,800	213,712	195,710
Granada	3,884	.....	1,489	19,348	139,400	104,162
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	3,375	3,438	3,451	13,533	264,415	117,383
Ford	1,686	.....	1,697	11,288	167,185	89,070
Escort	9,432	.....	8,785	51,208	.....	101,820
L-M Division	11,890	8,421	10,579	65,624	661,588	365,021
Mercury Total	10,556	5,123	8,975	55,263	509,648	314,252
Bobcat	.....	591	.....	.....	43,421	12,445
Capri	1,447	.....	1,783	8,825	107,084	65,766
Zephyr	1,101	1,962	1,120	6,893	63,008	65,334
Cougar/Monarch	2,123	.....	531	2,654	59,810	24,079
XR-7	1,229	.....	1,209	10,722	135,398	57,064
Mercury	1,292	2,570	1,314	7,869	100,927	54,188
Lynx	3,364	.....	3,018	18,300	.....	35,376
Lincoln Total	1,334	3,298	1,604	10,361	151,940	50,769
Lincoln	664	1,103	803	5,242	71,785	21,814
Versailles	.....	.....	.....	.....	11,864	1,866
Mark VI	670	2,195	801	5,119	68,291	27,089
GENERAL MOTORS	82,590	71,662	96,808	513,298	5,133,872	3,973,438
Buick Division	18,628	17,216	19,298	100,833	786,133	758,881
Skyhawk	.....	.....	.....	.....	24,419	.....
Skylark	4,497	3,847	4,831	27,557	120,471	211,418
Century	3,754	3,415	3,785	18,498	73,199	161,206
Regal	5,538	4,385	5,361	27,625	256,798	199,222
Buick	3,814	4,400	4,199	21,172	253,219	144,230
Riviera	1,025	1,169	1,122	5,981	58,027	42,805
Cadillac Division	5,523	7,139	5,636	27,476	345,721	195,925
Seville	939	1,159	863	4,134	48,280	33,664
Cadillac	3,498	4,618	3,683	16,817	230,926	110,186
Eldorado	1,086	1,362	1,090	6,471	66,515	52,075
Chevrolet Division	30,980	34,910	40,203	213,134	2,255,695	1,704,966
Chevette	3,280	8,810	10,893	46,164	413,377	442,096
Monza ('80)	.....	3,400	.....	10,053	158,132	147,768
Camaro	2,360	2,810	2,387	12,279	257,755	114,827
Citation	9,415	4,540	10,587	55,571	316,964	445,277
Malibu	6,530	4,095	6,767	36,527	386,778	262,327
Monte Carlo	3,615	2,790	3,759	20,513	228,217	120,869
Chevrolet	4,800	7,595	4,820	26,533	446,032	128,758
Corvette	980	870	990	5,494	48,440	43,044
Oldsmobile Division	18,464	3,737	22,482	109,494	1,014,586	754,157
Starfire	.....	.....	.....	.....	22,145	.....
Omega	2,554	1,884	3,038	14,341	57,264	109,236
Cutlass	9,860	720	11,853	58,020	515,900	381,726
Oldsmobile	5,175	.....	6,637	32,245	365,324	225,861
Toronado	875	1,133	956	4,888	53,953	37,334
Pontiac Division	8,995	8,660	9,189	62,361	731,737	559,509
Acadian†	140	390	143	1,333	17,239	18,460
Sunbird ('80)	.....	3,000	.....	13,475	105,879	145,628
Phoenix	2,735	2,420	3,075	16,793	88,132	132,379
Firebird	1,720	1,990	1,692	8,272	192,036	77,318
LeMans	1,500	860	1,639	9,540	88,658	62,554
Grand Prix	2,400	.....	2,143	11,072	95,151	73,206
Pontiac	500	.....	497	1,876	144,642	49,964
VOLKSWAGEN	4,550	5,298	4,946	24,851	173,405	190,896
CHECKER	85*	.....	90	449	4,491	3,146
Total Cars, U. S.	131,110	112,907	152,543	850,055	8,407,174	6,209,705

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
CHEVROLET	13,888	15,275	17,089	78,963	964,076	475,350
DODGE/PLYMOUTH	1,800	4,550	1,717	7,883	312,564	115,115
FORD	14,627	19,663	10,198	84,518	1,029,998	577,466
GMC	5,317	5,162	4,621	28,416	335,074	153,589
INTERNATIONAL	1,730	.....	1,757	8,545	115,642	64,921
MACK	485	630	433	2,367	35,964	22,443
JEEP	1,740*	2,975*	1,740*	10,583*	185,404*	79,601*
AMC CORP.	85*	450*	85*	510*	21,855*	8,041*
VOLKSWAGEN	650	702	808	3,784	2,333	27,212
MISCELLANEOUS	625	900	625	3,150	41,000	36,775
Total Trucks, U. S.	40,947	50,307	39,073	228,719	2,043,910	1,560,513

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
CHRYSLER CORP.	1,600	.....	1,541	6,220	55,602	50,529
FORD MOTOR	4,476	4,784	4,579	22,803	219,373	175,478
GENERAL MOTORS	6,718	6,046	6,499	37,070	287,210	239,122
AMERICAN MOTORS	.....	.....	.....	.....	51,924	18,127
INTERNATIONAL	295	465	233	1,733	20,446	15,622
MACK	40	60	52	200	3,845	2,051
Total Trucks, Canada	13,129	11,355	12,904	68,026	638,400	500,929
N. American Trucks	54,076	61,662	51,977	296,745	2,682,310	2,061,442

†—Now includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 20, 1980	Same Week 1979	Week Ended Dec. 22, 1980	Dec. to Date	Jan. 1, to Dec. 13, 1979	Jan. 1, to Dec. 22, 1980
AMERICAN MOTORS	600	.....	574	2,549	.....	3,109
CHRYSLER CORP.	1,800	.....	.....	3,204	26,619	69,314
FORD MOTOR	1,472	6,384	1,737	25,261	283,251	242,956
GENERAL MOTORS	12,921	11,744	13,049	76,001	557,046	498,614
VOLVO	225	225	225	1,327	8,719	9,797
Total Cars, Canada	17,018	18,353	15,585	108,342	975,635	823,790
N. American Cars	148,128	131,260	188,128	958,397	9,382,809	7,033,495
N. American Trucks	54,076	61,662	51,977	296,745	2,682,310	2,061,442
North American Cars and Trucks	202,204	192,922	220,105	1,255,142	12,065,119	9,094,937

†—All Acadians and Caravelles are built for sale in canada. *—Estimated.

Reagan appoints Lewis to head DOT

WASHINGTON. — President-Elect Ronald Reagan has selected Andrew L. Lewis Jr., Pennsylvania businessman and deputy chairman of the Republican National Committee, to be Secretary of Transportation.

Lewis, 49, has since 1974 been associated with the firm of Lewis & Associates, financial and management consultants, Plymouth Meeting, Pa.

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Automotive News

Detroit, December 29, 1980

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Story of the Year: Auto industry awash in red ink

By John K. Teahen Jr.
Managing Editor

From start to finish, 1980 has been a rotten year for the U. S. auto industry. A year in which it has been difficult indeed to find any shred of good news.

This was borne out in the AUTOMOTIVE NEWS editorial staff's 28th annual Story of the Year poll.

Voted Story of the Year was the financial bloodbath experienced by each of the Big Four auto makers.

In second place was a familiar tale of woe — Chrysler Corp.'s struggle to survive.

And third place was taken by the year-long sales slump for domestic cars.

The fourth-place story was the Renault - American Motors financial agreement under which the French firm will hold a dominant share, maybe even a majority share, of a U. S. auto maker.

In fifth place was the growing tide of resentment against imported cars.

Not a happy event in the whole bunch.

• The auto industry's financial losses for 1980 are staggering. They will total some $4.76 billion to $4.8 billion for the year.

And each of the four major car companies is in the red, even mighty General Motors. It's GM's first full-year loss since 1921, which saw a deficit of $38.7 million. (In 1932, GM reported a loss of three cents per share of common stock, although it made a $165,000 profit before payment of dividends on preferred stock.)

GM is expected to lose nearly $1 billion for the calendar year, and Ford Motor Co.'s projected loss is about $1.8 billion. It's $1.7 to $1.8 billion for Chrysler Corp. and $156 million for American Motors in its fiscal year.

These are worldwide losses. North American losses are partially offset by overseas profits at GM and Ford.

The reasons for the losses are many and have been repeated

Continued on Page 12, Col. 3

Miserly mite

Three-wheeler claims 155 MPG

The California Commuter, a product of Aerovisions, Inc., Irvine, Calif., is a single-seater with three wheels that delivered 155 MPG in a recent Los Angeles-to-San Francisco test. Its backers are careful to point out that it is a motorcycle—not a car—and that all controls are of the motorcycle type. It weighs 230 pounds and is 119 inches long. A top speed of 82 MPH is claimed. Production of 500 is planned, with a price of $6,500 each for the first 10.

No quick approval seen on Chrysler loan request

Chrysler Corp. last week went to the federal loan guarantee board with a formal request for an additional $400 million in loan guarantees. The request included revised operating and financing plans.

No quick approval is expected.

Rather, it is anticipated that Treasury Secretary G. William Miller, who heads the board, will wait until Chrysler comes up with a package of concessions it is attempting to gain from the UAW, suppliers and banks.

That may take time. And, if any part of the package fails to materialize, it could jeopardize approval of Chrysler's latest request.

Chrysler Chairman Lee A. Iacocca said the company is trying to set a timetable on the draw-down and said he was optimistic that the loan guarantee board would grant Chrysler's request.

It is possible that no action will be taken on the request for new guarantees before the Reagan Administration takes over on Jan. 20.

Treasury Secretary G. William Miller said he has briefed Reagan's choice for a successor to Miller—Donald Regan—on Chrysler's complex financial problems.

Chrysler, however, has had no meetings with Regan, which would seem to indicate that the company hopes for action before Jan. 20.

Interestingly, one key executive of the new administration is David Stockman, a former Michigan congressman recently named to head the Office of Management and Budget.

Stockman voted against the original Chrysler rescue plan, but has since said he favors the loan guarantee.

• Miller has said he believes Chrysler's long-term survival probably depends on a merger or joint ventures with other companies. Such a development is not imminent, he said, although Chrysler has told the loan guarantee board that it is looking into such possibilities.

The original loan guarantee program for Chrysler was for $1.5 billion. Chrysler has already drawn down $800 million.

If Chrysler obtains $400 million in additional guarantees under its current plea, it would have only $300 million remaining from the amount originally set up to guarantee loans.

That may not be enough to get it over the hump in the current tough market.

Last year, Chrysler red ink totaled more than $1 billion and it lost about $1.5 billion in the first three quarters of 1980. After showing a small amount of black ink in October, it slipped back into the red and is expected to lose at least $200 million in the fourth (current) quarter.

In fact, Iacocca has said the company will lose $1.7 billion this year.

Some analysts say this means Chrysler could wind up the year with a negative net worth —which means that creditors would own the company and stockholders would have no equity.

Would that leave the company viable? This is an interesting point, because if Chrysler is to win approval of the loan guarantee board for its latest request, it must convince the board of its viability.

Analysts say that if Iacocca is correct in his statement of 1980 losses, the company's net worth probably would fall "below zero" in January.

At the beginning of 1980, shareholders' equity in Chrysler amounted to $1.82 billion.

It has, indeed, been a long year.

It would be a 'first' for convention

Reagan invited to speak at NADA

By Robert M. Lienert
Editor

Holmes Tuttle, a Ford dealer in Los Angeles, is a man who wields a considerable amount of political clout.

Tuttle, recognized as a key figure in the brain trust that masterminded Ronald Reagan's campaign, may also be instrumental in making this winter's NADA convention the first ever to be addressed by a president of the United States.

Reagan has been invited to address the general session on Feb. 10 which will close the 64th NADA Convention and Equipment Exposition in Los Angeles. Inviting Reagan was said to be Tuttle's idea.

As AUTOMOTIVE NEWS went to press, NADA spokesmen were uncertain as to whether Reagan —who on that day will have been president for only three weeks—will actually take the podium.

Early program outlines simply identify Reagan as "Guest Speaker: Invited."

It will be the first time the NADA convention has been held in Los Angeles, which comes as close as anyplace to being Reagan's home town.

• Keynote speaker for the opening convention session in the Los Angeles Convention Center on Saturday, Feb. 7, will be Philip Caldwell, chairman of Ford Motor Co.

George S. Irvin, 1980 NADA president, will report on his term of office at that opening session.

Wendell Miller, incoming president, will accept the 1981 gavel at the general session on Tuesday afternoon—the session to which Reagan has been invited.

Time Magazine Quality Dealer Awards will be presented in ceremonies at the opening session on Saturday.

On Tuesday, Feb. 10, at 7 p.m., NADA will host a Diamond Dinner and Reception for DEAC contributors. Entitled, A Return of the Big Band Era, it will feature Les Brown and His Band of Renown, with Anna Marie Alberghetti as a singer.

Attendance at this year's convention is expected to trail last year's 11,000 (including some 3,400 dealers) because of economic conditions.

• Although the convention does not officially open until Feb. 7, early registration will begin at 1:30 p.m. on Feb. 6.

Registration desks will be open from 8:30 a.m. to 5 p.m. on Saturday; from 9 a.m. to 5 p.m. on Sunday and Monday, and from 9 a.m. to 3 p.m. on Tuesday.

Workshops and make meetings will be held on Sunday, Monday and Tuesday. Topics include advertising, trucks, financing, insurance, taxes, employe compensation, estate planning, electric vehicles and used cars.

The equipment exposition will be open from 8:30 a.m. to 2:30 p.m. on Saturday; from 11:30 a.m. to 5 p.m. on Sunday; from 9 a.m. to 12:30 p.m. on Monday, and 9 a.m. to noon on Tuesday.

The Life Style program for women will feature various local tours, including a shopping expedition to Beverly Hills.

breaking news

Subaru flat-six headed for U. S.

TOKYO.—Subaru is rumored to be developing a fuel-injected flat-six displacing about 2 liters for use in its high-line GL sedan in '82. The engine probably will share major components with the current Subaru four-cylinder and may be fitted with a Bosch L-Jetronic system. Sources here say Subaru still has no plans to market diesel cars in the U. S.

Renault top seller in Common Market

ENGLEWOOD CLIFFS, N. J.—In the first 10 months of 1980, Renault was the leading make in the nine-country European Common Market with penetration of 14.1 percent. Renault penetration is 40.7 percent in France, its home market; 38.9 percent in Spain; 10.7 percent in Italy; 5.7 percent in Great Britain, and 4.7 percent in West Germany.

See BREAKING NEWS, Page 23, Col. 1

NEWSPAPER

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They'll send 400 cars for the ceremonies

U.S. makers to be inaugural movers

By Joseph Bohn
Marketing Editor

Detroit's auto firms will be heavily represented during Ronald Reagan's inaugural ceremonies—if not in person, then through their vehicles.

More than 400 domestic cars are being lent by General Motors, Ford Motor, Chrysler Corp. and American Motors for the Jan. 20 event and various activities in the days preceding it.

The cars—75 each from American Motors and Chrysler, 135 from Ford and 150 to 160 from GM— will arrive about Jan. 10 and be released Jan. 31, according to Robert Mann, director of the transportation committee of the Presidential Inaugural Committee.

The cars will be driven by military personnel as a safeguard precaution.

They'll be used to ferry out-of-towners around for tours of inaugural facilities and for general transportation to other events. Some will be featured in a parade.

For Detroit, it's a return to a tradition that was broken in 1976 when President Carter elected to use cars from the government's fleet rather than requesting companies outside to supply them.

• There's a colorful assortment of vehicles coming from Detroit. American Motors, for example, is supplying 75 Eagles; Chrysler, 60 K-cars, 10 LeBarons and five Ramchargers. General Motors is supplying 30 Cadillac deVille Broughams and an assortment of vehicles from other divisions.

A Ford spokesman said there would be a variety of models provided.

The cars are turned in and sold by the companies after the event.

For Detroit, it's the equivalent of a monetary contribution to the Inaugural Committee.

Many firms were asked by the Inaugural Committee to "provide funds or other assistance, and the committee was particularly interested in in-kind contributions from the major auto firms to assist in its transportation needs," a Ford spokesperson said.

"The cost to Ford is in the neighborhood of the amount requested of all the firms through a letter—about $50,000," the spokesperson added.

"The presidential inauguration is a national event. As corporate citizens, we felt it was worthy of our support and agreed to comply with the request. Obviously, our vehicles are going to be visible and that certainly is a plus," the spokesperson added.

Said a GM spokesman, "This is a national event. This committee asked GM, and we want to be part of it."

With the presence of so many domestically built cars in the capital, Detroit is at least getting off to a better start with the new administration than it did four years ago.

Inaugural Eagles

Charles Johnson, general plants manager of American Motors' Assembly Division, Kenosha, gives the "thumbs up" signal for the first shipment of Eagles to Washington, D. C., for the Presidential Inaugural activities. AMC is providing 75 Eagles for the activities.

factories list auction dates

Ford Motor Co.

Jan. 7—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.

Jan. 8—Big H Auto Auction, 701 N. Shepherd Dr., Houston; Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Jan. 13—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 14—Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City.

Jan. 15—Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.; 166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Jan. 20—Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago.

Jan. 21—Concord Auto Auction, Hosmer St., Acton, Mass.; Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

Jan. 27 — Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Jan. 28 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Used car sales
Auction averages

December	$3,589
Month ago	$3,795
Year ago	$3,262

Model breakdown
Auction averages

	December	November	October
1980	$5,576	$6,088	$6,311
1979	4,708	5,015	5,021
1978	3,610	3,879	3,793
1977	3,034	3,091	3,120
1976	1,991	2,148	2,223
1975	1,626	1,674	1,804
1974	1,146	1,248	1,343
1973	936	987	1,079
Overall Average	$3,589	$3,795	$3,665

Pharis joins Chief as industry liaison

GRAND ISLAND, Neb.—Robert J. Pharis, retired manager of service requirements for General Motors, has reentered the automotive industry as special liaison and product consultant for Chief Automotive Systems, Chief Industries, Inc.

Pharis will be responsible for the dissemination of advanced technical information through personal appearances at trade group seminars, workshops and expositions. Speaking engagements may be arranged by contacting Chief Industries.

Alfa considers aluminum, fiberglass for new models

By Kathleen Hamilton
News Editor

ROMULUS, Mich.—Alfa Romeo is considering aluminum and fiberglass for the skins of its new models that are scheduled to appear in the U. S. by 1985.

The disclosure came during a press conference called by Alfa during its U. S. shopping trip that included a stop at Synthetex, Inc., a fast prototype builder here.

Alfa has a long tradition of aluminum—forged, for engines and mechanicals, and cast, for bodywork on its race cars.

And since Alfa has no intention of trading its performance image for the mass market in the U. S., the added cost of aluminum may be only a minor deterrent

If a contract is signed with Synthetex, the Michigan firm would build static renditions of facelifted Alfas and the forthcoming new models which are being designed in Italy.

The international approach is a new one for the auto maker, which is owned by the Italian government. Company officials stopped at Budd Co., presumably to check out its preproduction and design services, and have been shopping for electronic componentry in Japan.

All this follows on the heels of Alfa's recent consummation of a joint venture with Nissan which is to produce 60,000 cars a year in Italy beginning in the 1984-85 model year.

That car won't be brought to the U. S.

Plans call for a new Spider —the current one is a two-seat Pininfarina-bodied convertible— and a new GTV—a performance coupe—for the U. S. by '85. Facelifts in '83 will tide the company over until then.

The Spider's basic body style dates back to '66, the GTV's, to '74.

The forthcoming new models —and the facelifts to a lesser extent—will attempt to Americanize the cars by adding power options and increasing interior dimensions to accommodate the larger Americans.

There are no definite plans to bring the Alfasud to America, although the company is looking at a mid-engine version as a potential U. S. offering.

It looks as though the first two cars for the U. S. will be two-seaters — "very high performance, very deluxe" and positioned against the Porsche 924 Turbo, according to Joseph R. Dent, chief executive officer of Alfa's U. S. operation.

Subsequent models may compete with the mass-produced Japanese sports cars, he said.

used-car auction directory

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Other types of tires decline

Glass-belted radials posted gains in 1980

By Joseph Bohn
Marketing Editor

Domestic auto makers shifted to a heavier use of fiberglass-belted radial tires on 1980 models, while steel-belted and bias-belted tires declined in popularity, an AUTOMOTIVE NEWS survey revealed.

Glass-belted radials accounted for a little over one-fourth of the tires installed on '80 model domestically built cars. However, there are some strong philosophical differences between companies using them.

Ford Motor Co. continued to shun these lower priced tires in favor of 100-percent use of steel-belted radials on its '80 product line. Volkswagen did the same. However, glass radials continued to gain favor at General Motors and Chrysler.

Industrywide, glass radials were installed on 1,891,158 cars, equal to 26.47 percent of production. That was up from a 16.93 percent penetration, or 1,581,983, in '79.

General Motors installed the tires on 1,192,848 cars, equal to 26.01 percent of its output. That was up sharply from 598,293, or 11.61 percent, in '79.

Chrysler Corp. installed the tires on 621,580 cars, equal to 81.23 percent of production. That compared with 82.04 percent, or 931,971 cars, in '79.

American Motors installed the tires in 76,730 cars, or 38.78 percent of its production. That was up sharply from 51,729, or 30.53 percent, in '79.

As indicated, Ford Motor and Volkswagen didn't offer this type of tire in either the '80 or '79 model years.

• Meanwhile, steel-belted radials dropped to 4,927,895, or 68.97 percent, of production. That was down from 7,029,705, or 75.22 percent, in '79.

GM installations totaled 3,153,571 cars, equal to 68.77 percent of production. That was down from 4,292,555, or 83.28 percent, in '79.

Ford Motor installed steel radials on its total production of 1,373,582 cars, down from 2,469,737 in '79 because of a big drop in Ford's total production.

Chrysler Corp. installed steel radials in 193,673 cars, equal to 18.77 percent of production. That compared with 113,028, or 9.95 percent, in '79.

American Motors installed them in 36,035 cars, equal to 18.21 percent of production. That compared with 26,671, or 15.74 percent, in '79.

Volkswagen installed them in 221,034 domestically built Rabbits, equal to 99.00 percent of its production. That compared with 127,714, or 96.10 percent, in '79.

• Bias-belted tires, clearly on their way out, managed to capture a slim 4.56 percent of auto production, ending up in a total of 326,303 cars. That was off from 7.85 percent, or 733,818 cars, in '79.

Ford Motor and Chrysler Corp. didn't offer this type of tire.

But American Motors installed it in 85,012 cars, equal to 43.01 percent of production. That compares with 91,039, or 53.73 percent, in '79.

GM installed this tire in 238,968 cars—all of them the Skyhawk, Sunbird, Monza, Starfire series being phased out to make way for the new J-cars this spring. The replacement models will undoubtedly feature radials as standard equipment. Bias-belted tires accounted for 5.22 percent of GM's output.

In '79, they accounted for 263,464, or 5.11 percent, of production at GM.

Volkswagen installed the low-priced tires in 1.00 percent of its Rabbits, equal to 2,233. That compared with 5,108, or 3.80 percent, in '79.

TIRE OPTIONS ON '80 MODELS

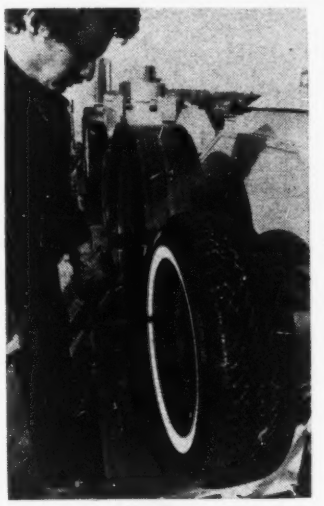
	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	Bias Belted	Percent of Output	Whitewall and Raised Letter	Percent of Output
AMERICAN MOTORS	36,035	18.21	76,730	38.78	85,102	43.01	96,307	48.67
Eagle	24,618	53.10	21,761	46.90	N.A.	—	N.A.	—
Concord	8,931	11.10	32,665	40.60	38,860	48.30	70,616	87.80
Spirit	2,486	3.50	22,304	31.40	46,242	65.10	25,691	36.20
CHRYSLER CORP.	143,673	18.77	621,580	81.23	N.A.	—	708,243	92.55
C-P Total	84,610	18.71	367,572	81.29	N.A.	—	419,849	92.85
Horizon	42,082	25.90	120,396	74.10	N.A.	—	159,391	98.10
Volare	3,842	3.50	105,931	96.50	N.A.	—	93,307	85.00
'80 Gran Fury	618	3.30	18,106	96.70	N.A.	—	6,497	34.70
Cordoba	12,071	21.00	45,408	79.00	N.A.	—	57,479	100.00
Chrysler	11,820	40.60	17,294	59.40	N.A.	—	28,561	98.10
LeBaron	14,177	19.00	60,437	81.00	N.A.	—	74,614	100.00
Dodge Total	59,063	18.87	254,008	81.13	N.A.	—	288,394	92.12
Omni	36,473	26.40	101,682	73.60	N.A.	—	135,668	98.20
St. Regis	1,826	10.70	15,242	89.30	N.A.	—	7,356	43.10
Diplomat	6,259	16.40	31,907	83.60	N.A.	—	38,166	100.00
Aspen	2,393	2.80	83,075	97.20	N.A.	—	72,990	85.40
Mirada	12,112	35.40	22,102	64.60	N.A.	—	34,214	100.00
FORD MOTOR	1,373,582	100.00	N.A.	—	N.A.	—	1,177,971	85.76
Ford Division	981,098	100.00	N.A.	—	N.A.	—	844,937	86.12
Pinto	124,720	100.00	N.A.	—	N.A.	—	87,304	70.00
Mustang/Mustang II	271,322	100.00	N.A.	—	N.A.	—	243,647	89.80
Fairmont	234,454	100.00	N.A.	—	N.A.	—	189,908	81.00
Granada	90,429	100.00	N.A.	—	N.A.	—	82,019	90.70
Thunderbird	156,803	100.00	N.A.	—	N.A.	—	154,608	98.60
Ford	103,370	100.00	N.A.	—	N.A.	—	87,451	84.60
L-M Division	392,484	100.00	N.A.	—	N.A.	—	333,034	84.85
Bobcat	24,650	100.00	N.A.	—	N.A.	—	17,773	72.10
Capri	79,984	100.00	N.A.	—	N.A.	—	39,272	49.10
Zephyr	70,068	100.00	N.A.	—	N.A.	—	62,220	88.80
Monarch	30,518	100.00	N.A.	—	N.A.	—	29,175	95.60
Cougar/XR7	58,028	100.00	N.A.	—	N.A.	—	57,042	98.30
Mercury	54,328	100.00	N.A.	—	N.A.	—	52,644	96.90
Lincoln	31,233	100.00	N.A.	—	N.A.	—	31,233	100.00
Versailles	4,784	100.00	N.A.	—	N.A.	—	4,784	100.00
Mark VI	38,891	100.00	N.A.	—	N.A.	—	38,891	100.00
GENERAL MOTORS	3,153,571	68.77	1,192,848	26.01	238,968	5.22	4,135,758	90.19
Buick Division	619,311	77.40	179,091	22.38	1,764	0.28	624,562	78.05
Skyhawk	6,558	78.80	N.A.	—	1,764	21.20	6,175	74.20
Skylark	77,098	36.40	134,711	63.60	N.A.	—	69,262	32.70
Century	104,049	70.10	44,380	29.90	N.A.	—	121,563	81.90
Regal	214,735	100.00	N.A.	—	N.A.	—	212,373	98.90
Buick	168,250	100.00	N.A.	—	N.A.	—	166,568	99.00
Riviera	48,621	100.00	N.A.	—	N.A.	—	48,621	100.00
Cadillac Division	231,028	100.00	N.A.	—	N.A.	—	231,028	100.00
Seville	39,344	100.00	N.A.	—	N.A.	—	39,344	100.00
Cadillac	138,999	100.00	N.A.	—	N.A.	—	138,999	100.00
Eldorado	52,685	100.00	N.A.	—	N.A.	—	52,685	100.00
Chevrolet Division	1,064,838	52.50	827,478	40.80	135,790	6.70	1,824,204	89.95
Chevette	26,190	5.80	425,359	94.20	N.A.	—	411,813	91.20
Monza	33,947	20.80	N.A.	—	135,790	80.00	166,342	98.00
Camaro	152,021	100.00	N.A.	—	N.A.	—	147,612	97.10
Citation	321,473	51.50	302,747	48.50	N.A.	—	504,994	80.90
Malibu/Chevelle	178,203	64.20	99,372	35.80	N.A.	—	252,871	91.10
Monte Carlo	126,006	100.00	N.A.	—	N.A.	—	123,738	98.20
Chevrolet	186,384	100.00	N.A.	—	N.A.	—	177,438	95.20
Corvette	40,614	100.00	N.A.	—	N.A.	—	39,396	97.00
Oldsmobile Division	778,268	91.83	66,828	7.89	2,395	0.28	809,551	95.52
Starfire	5,842	70.90	N.A.	—	2,395	29.10	6,681	81.10
Omega	80,482	59.90	53,841	40.10	N.A.	—	116,128	86.50
Cutlass	409,192	96.90	12,987	3.10	N.A.	—	409,255	96.90
Oldsmobile	239,312	100.00	N.A.	—	N.A.	—	234,047	97.80
Toronado	43,440	100.00	N.A.	—	N.A.	—	43,440	100.00
Pontiac Division	460,126	67.81	119,451	17.60	99,019	14.59	646,413	95.26
Sunbird	44,051	30.79	N.A.	—	99,019	69.21	141,711	99.05
Phoenix	84,217	47.24	94,074	52.76	N.A.	—	156,634	87.97
Firebird	107,340	100.00	N.A.	—	N.A.	—	104,450	97.31
LeMans	35,846	58.55	25,377	41.45	N.A.	—	58,124	94.94
Grand Prix	114,714	100.00	N.A.	—	N.A.	—	113,074	98.57
Pontiac	73,958	100.00	N.A.	—	N.A.	—	72,220	97.65
VOLKSWAGEN	221,034	99.00	N.A.	—	2,233	1.00	22,326	10.00
Total Cars U. S.	4,927,895	68.97	1,891,158	26.47	326,303	4.56	6,140,605	85.94

NOTE: Installation numbers are based on U. S. car production only, with the exception of Chrysler's Cordoba and Mirada which were sourced in Canada only. The '80 production was 7,145,356. This included 4,585,387 for General Motors; 1,373,582 for Ford Motor; 765,253 for Chrysler Corp.; 197,867 for American Motors and 223,267 for Volkswagen.

The Chrysler total includes 34,214 Miradas and 57,479 Cordobas. It excludes 7,846 Caravelles, sourced in the U. S. but sold only in Canada.

Similarly, the GM total excludes 19,651 Acadians, sourced in the U. S. but sold only in Canada.

The Plymouth Voyager, Dodge Sportsman, Ford Club Wagon and Chevrolet Sportvan are no longer included in domestic production, since manufacturers began counting them as trucks in '80.



Arriva tested

An all-season Goodyear Arriva radial tire is bolted onto an outdoor dynamometer at Goodyear's test center in Akron, for its 50,000-mile test for weather cracking.

Marra appointed

DAYTON. — Anthony W. Marra has been appointed vice president engineering and development for Allen Industries. Allen, a subsidiary of Dayco Corp., is a supplier of soft trim interior component parts to the automobile industry.

Ourisman Chevrolet begins its 60th year in business

MARLOW HEIGHTS, Md. — Ourisman Chevrolet has entered its 60th year.

With annual sales topping $61 million, the Ourisman dealership ranks in the elite Top 10 Circle among the nearly 6,000 Chevrolet dealerships nationwide. Since 1921, when the dealership was opened by Benjamin Ourisman, it has sold about 500,000 vehicles.

Now in its third generation of family operation, the dealership is run by Mandell J. Ourisman, the founder's son, assisted by his sons, John and Robert.

Mandell joined his father's business in 1946, following his discharge from the U. S. Navy after World War II.

The Ourisman dealership originally was located at H St., N.E., in Washington, D. C.

Florenz, another son of Benjamin, later ran a second dealership on Nichols Ave., S.E.

Following the elder Ourisman's death, the two brothers merged and together operated the Southeast location.

In 1964, the dealership moved to a suburban location in Marlow Heights. Florenz later left the business to pursue interests in real estate.

"Our pioneering move to Marlow Heights triggered relocations by other car dealers," said Mandell Ourisman. "Eventually more and more dealers came here as they discovered operating in the suburbs could be done more economically and conveniently than in downtown locations. Today, you'll find virtually every new car make represented by a dealership in Marlow Heights."

One of the largest Chevrolet dealerships, Ourisman covers 23 acres, maintaining an inventory of over 2,000 new cars and trucks. With fleet sales comprising a large portion of the business, the company is also presently advancing its position in the lease field. The Ourisman staff totals almost 200.

"One of the biggest changes I've observed in the business over the years is the growing need for college-educated sales personnel who have product, parts and service knowledge," said Ourisman. "This is a reflection of the times in that everything has become more sophisticated and specialized."

The "biggest change" in the car sales industry since World War II has been computerization, he said. Having recently signed a contract for in-plant computer capabilities, Ourisman predicted all large dealers eventually will computerize to provide the fast, efficient service demanded by the buying public.

Other observations and trends he noted were:

1. Service is the prime consideration to persons buying cars today, and those dealerships who cannot satisfy this need are doomed to failure.

2. More women are buying cars now than ever before (divided into two age groups: 18-21 and 35 and older).

3. Consumer buying habits eventually will shift toward more economical cars as gasoline prices continue to rise.

• "Five years ago, full-sized cars accounted for 17 percent of our sales volume," Ourisman said. "This year, that percentage will drop to about 5 percent.

"And later this decade, I see many families having three cars; a full-sized family car, a subcompact vehicle for short trips and an electric car for local transportation," he said. "We will be moving into an era of specialized vehicle sales, and consequently business potential will not be inhibited by the energy crunch."

Used-car sales will continue to be good, he said as long as "quality" used cars are sold.